

Basic Course Information

Semester:	Fall 2025	Instructor Name:	Dr. Michael Kanyi
Course No. & Title	AG 136 Ag Sales, Comm & Service Management	Email:	michael.kanyi@imperial.edu
CRN #:	10552	Webpage (optional):	
Classroom:		Office #:	406
Semester dates	August 11, 2025 – October 4, 2025	Office hours: Virtual (Canvas inbox text, IVC email, Canvas email, office phone, pronto)	MTWR 1:00 p.m. -2:00 p.m.
Class Days:	Online (Asynchronous)	Office Phone #:	760-355-5717
Class Times:	Online (Asynchronous)	Emergency Contact:	Tisha Nelson Economic & Workforce Development (760) 355-6361/ (760) 355-6373
Units:	3	Course Format	Online Asynchronous

Course Description

Supervision of people who sell agricultural products and services. Selecting, training, directing, and evaluating personnel. Self-management, communication, and interpersonal skills necessary in developing managerial abilities, leadership qualities, and facilitating teamwork within the agribusiness sector will be explored. Methods of payment, use of advertising, promotion, incentives, and customer service topics will be discussed. (C-ID: AG-AB 112) (CSU)

Course Prerequisite(s) and/or Corequisite(s)

None

Student Learning Outcomes

Upon course completion, the successful student will have acquired new skills, knowledge, and/or attitudes as demonstrated by being able to:

1. Analyze marketing, service, and production trends as they apply to US and world trade of agriculture. (ILO2, ILO3, ILO4, & ILO5)
2. Develop marketing plan alternatives & communicate rationale. (ILO1 & ILO2)
3. Identify interrelationships of local, national & world influences on agriculture markets. (ILO2).

Course Objectives

Measurable course objectives and minimum standards for grade of "C." Upon satisfactory completion of the course, students will be able to:

1. Recognize and understand the characteristics needed for successful agribusiness sales.
2. Analyze and apply the component parts and dynamics of the sales process.
3. Explain the benefits of providing post-sales customer service for agricultural customers.
4. Define the characteristics of successful leadership and demonstrate interpersonal and organizational communication skills.
5. Explain the components for developing a sales training program using effective verbal and non-verbal communication skills.
6. Use computer presentation software to deliver formal sales presentations.
7. Describe analysis of sales operations and evaluation of salesmen's productivity.
8. Recognize social responsibility and ethics. Identify factors affecting ethical choices, criteria for ethical decision-making and managing company ethics.

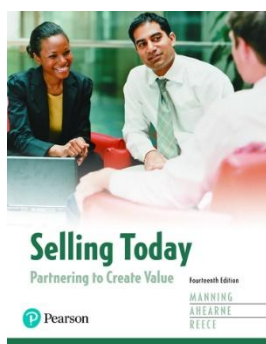
Reference Textbook & Other Resources

This course will use open-educational resources (OER) as the main reference resources. These resources are cost-free for students and will be provided online. Reading materials will be provided in weekly modules.

1. [Principles of Marketing](#)
2. [Principles of Management](#)
3. [Organizational Behavior](#)

The following is an additional recommended but optional textbook.

Gerald L. Manning, Michael Ahearne, and Barry L. Reece (2019). *Selling Today: Partnering to Create Value* (14th ed.). Pearson. ISBN-13: 978-0134477404; ISBN-10: 013447740



Course Requirements and Instructional Methods

Learning activities for this class will include, but not limited to, instructor's guided discussions in canvas, lecture notes posted in canvas, instructional YouTube videos, simulated virtual experiments/activities, outside/field practical experience, assignments, quizzes, and tests. **Effective participation in all course activities (discussion on canvas) is highly encouraged and will impact the final grade.** Critical thinking approach to solving agricultural economic issues at the regional, state, national and global level will be emphasized.

Out of Class Assignments (mainly f2f): The Department of Education policy states that one (1) credit hour is the amount of student work that reasonably approximates not less than one hour of class time and two (2) hours of out-of-class time per week over the span of a semester. WASC has adopted a similar requirement.

This is an online course, and the mode of instruction is asynchronous. Plan to dedicate adequate time for the weekly instructional activities and assignments.

Course Grading Based on Course Objectives

Students are advised to acquaint themselves with all rules and regulations of Standards of Student Conduct outlined in [the Imperial Valley College General Catalog](#). For writing assignments, it is expected that each student will demonstrate proficiency in the use of the English Language. Grammatical errors and writing that do not express ideas clearly will affect your grade.

Tests

There will be a **mid-term test (or cumulative quizzes)** and a **final comprehensive test covering all the modules**. Test questions may include true/false, multiple choice, matching, and short answer questions. All students are advised to strictly adhere to the dates and times for the tests which will be communicated. Late submission of assignments must be communicated to the professor before the due date to avoid loss of points.

Late Submission Policy

Timely submission of all assignments, quizzes, discussion posts, tests, and other tasks by the due date is required. Therefore, "no late work and submissions policy" will be followed.

Minimally, legitimate circumstances that potentially threaten this policy must be communicated and excusal granted in advance of the submission's due date. There will be a 10% deduction of possible points for a late submission with excusal. If a submission is not made by the due date, and there was no prior excusal, then a zero (0) score will result.

There will be no make-up tests.

Distribution of grading points

• Discussion	15%
• Research paper & Assignments	15%
• Quizzes and mid-term	35%
• Comprehensive Final Test	35%
Total	100%

Grading Legend

- A= 100-90%
- B = 89-80%
- C = 79-70%
- D = 69-60%
- F =<59%

Academic Honesty (artificial Intelligence -AI)

IVC values critical thinking and communication skills and considers academic integrity essential to learning. Using AI tools as a replacement for your own thinking, writing, or quantitative reasoning goes against both our mission and academic honesty policy and will be considered academic dishonesty, or plagiarism unless you have been instructed to do so by your instructor. In case of any uncertainty regarding the ethical use of AI tools, students are encouraged to reach out to their instructors for clarification.

Course Policies

Attendance and Participation

- A student who fails to attend the first meeting of this class will be dropped by the instructor as of the first official meeting. Should readmission be desired, the student's status will be the same as that of any other student who desires to add a class. It is the student's responsibility to drop or officially withdraw from the class. More information is found in the [General Catalog](#).
- Regular attendance in all classes is expected of all students. A student whose continuous, unexcused absence exceeds the number of hours the class is scheduled to meet per week may be dropped. **For online courses, students who fail to complete required activities for two consecutive weeks may be considered to have excessive absences and may be dropped.**
- Absences attributed to the representation of the college at officially approved events (conferences, contests, and field trips) will be counted as 'excused' absences.

What does it mean to "attend" an online class?

Attendance is critical to student success and for IVC to use federal aid funds. Acceptable indications of attendance are:

- Student submission of an academic assignment
- Student submission of an exam
- Student participation in an instructor-led Zoom conference
- Documented student interaction with class postings, such as an interactive tutorial or computer-assisted instruction via modules
- A posting by the student showing the student's participation in an assignment created by the instructor.
- A posting by the student in a discussion forum showing the student's participation in an online discussion about academic matters.
- An email from the student or other documentation showing that the student has initiated contact with a faculty member to ask a question about an academic subject studied in the course.
- **Logging onto Canvas alone is NOT adequate to demonstrate academic attendance by the student.**

Classroom Etiquette (face-to-face on ground class)

- Electronic Devices: Cell phones and electronic devices must be turned off and put away during class, unless otherwise directed by the instructor.
- Food and Drink are prohibited in all classrooms. Water bottles with lids/caps are the only exception. Additional restrictions will apply in labs. Please comply as directed by the instructor.
- Disruptive Students: Students who disrupt or interfere with a class may be sent out of the room and told to meet with the Campus Disciplinary Officer before returning to continue with coursework. Disciplinary procedures will be followed as outlined in the [General Catalog](#).
- Children in the classroom: Due to college rules and state laws, no one who is not enrolled in the class may attend; children are not allowed.

Online Netiquette

- What is netiquette? Netiquette is internet manners, online etiquette, and digital etiquette all rolled into one word. Basically, netiquette is a set of rules for behaving properly online.
- Students are to comply with the following rules of netiquette: (1) identify yourself, (2) include a subject line, (3) avoid sarcasm, (4) respect others' opinions and privacy, (5) acknowledge and return messages promptly, (6) copy with caution, (7) do not spam or junk mail, (8) be concise, (9) use appropriate language, (10) use appropriate emoticons (emotional icons) to help convey meaning, and (11) use appropriate intensifiers to help convey meaning [do not use ALL CAPS or multiple exclamation marks (!!!!)].

Academic Honesty

Academic honesty in the advancement of knowledge requires that all students and instructors respect the integrity of one another's work and recognize the importance of acknowledging and safeguarding intellectual property.

There are many different forms of academic dishonesty. The following kinds of honesty violations and their definitions are not meant to be exhaustive. Rather, they are intended to serve as examples of unacceptable academic conduct.

- Plagiarism is taking and presenting as one's own the writings or ideas of others, without citing the source. You should understand the concept of plagiarism and keep it in mind when taking exams and preparing written materials. If you do not understand how to "cite a source" correctly, you must ask for help.
- Cheating is defined as fraud, deceit, or dishonesty in an academic assignment, or using or attempting to use materials, or assisting others in using materials that are prohibited or inappropriate in the context of the academic assignment in question.

Anyone caught cheating or plagiarizing will receive a zero (0) on the exam or assignment, and the instructor may report the incident to the Campus Disciplinary Officer, who may place related documentation in a file. Repeated cheating may result in an F in the course and/or disciplinary action. Please refer to the [General Catalog](#) for more information on academic dishonesty or other misconduct. Acts of cheating include but are not limited to, the following: (a) plagiarism; (b) copying or attempting to copy from others during an examination or on an assignment; (c) communicating test information with another person during an examination; (d) allowing others to do an assignment or portion of an assignment; (e) using a commercial term paper service.

Taking and using the words, work, or ideas of others and presenting any of these as your work is plagiarism. This applies to all work generated by another, whether it be oral, written, or artistic work. Plagiarism may either be deliberate or unintentional.

Other Course Information

Late submissions will not be accepted.

IVC Student Resources

IVC wants you to be successful in all aspects of your education. For help, resources, services, and an explanation of policies, visit the [IVC students' resources](#) or click the heart icon in Canvas.

This course will be completed in eight (weeks). Please plan your work accordingly.

Anticipated Class Schedule/Calendar (8- week course)

Week of:	Topics, subtopics, and Textbook Chapters	Module
8/11	• Orientation module • Orientation to the course and online learning Meet and greet discussion posts	Orientation
8/11	Marketing Process (Principles of Marketing chapter 1)	Module 1
	Determining Customer Needs with a Consultative Questioning Strategy	Module 2
8/18	Communication Process and Marketing Communication (Principles of Communication Chapter 13)	Module 3
	Communications Styles for Effective Sale (Principles of Communication Chapter 13)	Module 4
8/25	Personal Direct Selling and Digital Marketing (Principles of Marketing chapter 16)	Module 5
	Digital and Social Media Marketing (Principles of Marketing chapter 16)	Module 6
9/2	Leadership and Sales (Organizational Behavior Chapter 12 & 13)	Module 7
	Market Segmentation, Targeting, and Positioning (Principles of Marketing chapter 5)	Module 8
9/8	Marketing Channels (Principles of Marketing chapter 17)	Module 9
	Buyer's Behavior: Maslow's Hierarchy of Needs and Theories of Motivation (Organizational Behavior chapter 7)	Module 10
9/15	Buyer vs Consumer Markets and Purchasing Behavior (Principles of Marketing chapters 3&4)	Module 11
	Ethics and Sales (Principles of Management chapter 5)	Module 12
9/22	Marketing in a Global Environment -International Trade (Principles of Marketing chapter 7)	Module 13
	The Promotion Mix: Personal Selling and Sales Promotion (Principles of Marketing chapter 15)	Module 14
9/29	Marketing Research and Market Intelligence (Principles of Marketing chapter 6)	Module 15
10/3/2025	Final Test	

This schedule is tentative and can change without notice. You are therefore advised to follow the instructions provided at the start of each module or week.